

MINUTES FROM October 23, 2023 WMKV

Meeting of the Community Advisory Board

October 23, 2023

Board Members in Attendance:

Mr. Ken Mandel, Chair
Mr. George Zahn, Acting Secretary
Ms. Kay Casey
Ms. Gayle Graham
Mr. Nate Henderson
Mr. Jim Imholte

- Meeting commenced at 1:05pm, October 23, 2023 at the Maple Knoll Village Conference Room.
- Chairman Mr. Mandel welcomed the group.
- Mr. Mandel presented the minutes from the July 17 meeting, which were unanimously approved by Board vote.
- Mr. Zahn provided programming updates.
 - Mr. Zahn announced the recent addition of the All That Cincinnati Jazz as a weekly local-focus jazz program of music and interviews. The program began airing on October 2, 2023. Ms. Casey spoke about the origin of the show and the fact that the show features jazz musicians, vocalists and organizations that support local jazz and student music education. The program airs Monday nights at 9pm, with Nate Henderson's Jazz Alive show moving to 10pm, giving us 2 solid hours of jazz Monday evenings. The current rotating hosts of the show include Nate Henderson, Lee Hay, Doug Lillibridge, George Zahn, and the late Ron Eposito. Mr. Zahn has been able to repurpose some other local jazz special shows that have been added to the rotation of shows. Mr. Mandel suggested that we try to locate underwriters to help support the program, and Ms. Casey and the CAB concurred.
 - Mr. Zahn announced the launch of the new Big Broadcast on Saturday nights 7-10pm that started in August. The current version is 1 hour shorter than the Big Broadcast was previously. An upcoming highlight is the 1938 War of the Worlds broadcast with special additional materials involving Orson Welles on Saturday, October 28. The relaunched Big Broadcast is now followed by a new one-hour special, soft music in the style of the old Music After Midnight national show. The new show is Moonlight Cocktails with Mike Martini which airs 10-11pm Saturdays.
 - Mr. Zahn informed the board that WMKV is looking to add Judy Carmichael's national Jazz Inspired interview and music programs on Friday evenings in the next quarter. The show will be available as WMKV joins PRX, a national radio syndication service, made possible through CPB funding.

- Mr. Mandel suggested a possible cocktail of the week special feature. We can look into finding a person or two who could recommend and perhaps provide cocktail recipes.
- Mr. Zahn shared an update on the CPB application. WMKV has been given a grant for approximately \$89,000 with a late reporting penalty of just under \$1,800. We believe WMKV is the first CPB qualifier of its kind. Mr. Zahn emphasized that the new FY 2024 is a critical year for WMKV as it must show positive cash flow. Mr. Mandel suggested that we pitch the good news during the December mini-drive as a way to urge more members to support the station that helps itself.
- Mr. Zahn reported that the September drive raised \$43,500 in the on-air campaign. There will be a mini-December drive November 30-December 2 and board members have volunteered to help pitch during the drive. Among the most popular thank you gifts in the September drive was a new Volume 1 rare set of Glenn Miller recordings in a 2 CD set. Volume one will have only 1200 pressings and WMKV purchased 25 of which 16 were taken., The CDs will be out November 1, and WMKV is working to get 10 more copies as the supply was down to 100 CD sets a few weeks before the meeting. WMKV is also looking at purchasing and installing an Opal device that is like a more effective form of Zoom for use to have interface with distant guests sounding as if they're in studio. The board agreed that while the on-air drive helps to keep WMKV operating, it is good to mention during drives that WMKV is striving to get grants to help with needed equipment.
- Mr. Mandel updated the CAB on the current grant activities.
 - First, as stated in our last meeting, WMKV was not approved for the national AARP grant. In the last quarter, WMKV was informed by Doug Tayek at AARP Ohio that they were sent the application and are committing \$9,000 to the \$10,000 grant. The grant is for a new transmitter and installation. WMKV has a commitment from a member to cover the additional \$1,000 which will pay for the installation cost. Final paperwork was being filed on October 20. WMKV's primary and backup transmitters are well beyond their expected lifespan.
 - Mr. Mandel updated the CAB that our current plan is to coordinate submitting grants to a 5/3 Bank, which administers several locally endowed funds. Some can provide donations of larger amounts of dollars. We are seeking to raise approximately \$50,000 to enable WMKV to replace our current automation system, which like the transmitter is very outdated. The initial LOI, or Letter of Interest or Intent, is due by late November and a draft has been written by Mr. Zahn to be reviewed by Ms. Zeis and Mr. Mandel. The application has a goal of raising \$50,000. Mr. Zahn explained what the automation system does in scheduling and being part of WMKV's on-air delivery 24/7/365. At the previous CAB meeting, Mr. Mandel shared an idea of seeking a few WMKV member-donors to provide a level of matching funds. Through some generous donors, we now have several thousand dollars committed to matching possible funding. WMKV had received a grant through the same process a number of years ago, and Mr. Zahn indicated that if the LOI gets the station to the next level, a formal application, that it would be a good sign.

- Mr. Zahn announced that through a clerical error, the Bahmann Foundation had made their 2024 grant early (in 2023). Mr. Zahn will continue to file the application and thank you letter to the foundation for their generosity.
- Last meeting, Mr. Mandel led a discussion of amending the bylaws for the WMKV/WLHS Community Advisory Board to allow for proxy voting in the case of a board member's absence. The proxy could be verbal but verified by e-mail communication to the chair and member to be absent. The board unanimously approved this change, along with several other minor changes and corrections to the bylaws, which will be amended.
- There was no old business to be addressed.
 - In new business, Mr. Imholte urged WMKV to help promote a pianist, Jim Connerley from NKU, with a possible interview prior to his appearance at Maple Knoll Auditorium for a free event January 7.
 - Mr. Zahn indicated that a potentially untapped source of additional funding could come from in-kind contributions of time by volunteers, board, hosts, phone and other volunteers. A goal for FY 2024 is to institute a system to allow WMKV to keep accurate track of hours donated to increase our Non-Federal Funding Support for future grants. Mr. Mandel indicated that Cincinnati Nature Center has a form of the same program, and Mr. Imholte concurred that the SPCA also has a system for volunteers to sign in and out. Prior to the meeting, Ms. Ulrich indicated that she was looking into resources for this process already in Maple Knoll's system.
 - Mr. Zahn announced that Jim Hoeh from WMKV Marketing had spoken at a recent senior resource meeting at Maple Knoll and brought some potential underwriters to the station for a tour. So far one potential client has already reached out to Mr. Zahn and Michelle Barkan.
 - Mr. Henderson brought up the possibility of a power increase for WMKV. Mr. Zahn explained that some research has been done but that automation is a less costly and more urgent need. Discussion will continue on power in the future.
 - Mr. Zahn will send a reminder to Ms. Casey to help promote the All That Cincinnati Jazz show not only on 89.3FM WMKV, but also on 89.9FM, WLHS.
- The next CAB meeting will be in January, but the station will hold a December luncheon for board members as an appreciation for their time and effort on behalf of WMKV. Mr. Zahn also informed the board that Ms. Ulrich had reserved the auditorium for a special WMKV Sustaining and Large Member event February 10. Mr. Zahn said it would be a good opportunity for CAB members to attend to meet other WMKV supporters.
- **Chairman will be sending the board members potential dates for the luncheon and also the next meeting.**
- **Meeting adjourned at 2:35pm, October 23, 2023.**